

**<sup>1</sup>Kutpanbayeva Zh., <sup>2</sup>Saduakasov A., <sup>3</sup>Mukhamedieva N.**

<sup>1</sup>Lecturer, Al-Farabi Kazakh National University, Kazakhstan, Almaty, e-mail: Zhaz2704@mail.ru

<sup>2</sup>Deputy Head of the Department, al-Farabi Kazakh National University,  
Kazakhstan, Almaty, e-mail: abaisadu@gmail.com

<sup>3</sup>Senior lecturer, Al-Farabi Kazakh national university,  
Kazakhstan, Almaty, e-mail: nasym19038181@gmail.com

## **MEDIA IS STRATEGIES AND TECHNOLOGIES IN COMMUNICATION PROCESS**

The article examines the impact of new media on the public consciousness, all sorts of shapes and styles of expression, socialization and management, which allow to achieve better results in the impact on the public consciousness, as well as the manipulation of the mass consciousness and links it to the unprecedented the development of media and their pervasive influence on public life. The main ideas of research are the basic principles of normative, active and semantic models of communication. For the first time in the studies of K. Jaspers, M. Buber, M. Bakhtin, K.-O. Apel and J. Habermas, communication has been put in the foundations of society and communication ethics. The moral consciousness defined as the formation of communicative interaction's structure. Based on this idea of the world's philosophers, author of this research investigates the technologies of manipulation and propaganda of mind control in mass-media, also author analyzes the social and communicative strategies. Also, the conclusions of this research can be used as a source base for the development of cultural policy's models of Kazakhstan in the field of mass communication.

**Key words:** communication, manipulation, management, promotion.

<sup>1</sup>Құтпанбаева Ж., <sup>2</sup>Садуақас А., <sup>3</sup>Мухамедиева Н.

<sup>1</sup>оқытушы, әл-Фараби атындағы Қазақ ұлттық университеті, Қазақстан, Алматы қ., e-mail: Zhaz2704@mail.ru

<sup>2</sup>кафедра меңгерушісінің орынбасары, әл-Фараби атындағы Қазақ ұлттық университеті,  
Қазақстан, Алматы қ., e-mail: abaisadu@gmail.com

<sup>3</sup>аға оқытушы, әл-Фараби атындағы Қазақ ұлттық университеті, Қазақстан, Алматы қ.  
e-mail: nasym19038181@gmail.com

### **БАҚ-пен байланыс үрдісіндегі стратегиялар**

Мақала қоғамдық сана-сезімге, әлеуметтену мен басқарудың барлық түрлеріне және стиліне әсер етудің жаңа құралдарын қарастырады. Бұл қоғамдық сана-сезімге әсер етудің жақсы нәтижесіне жетуге мүмкіндік береді. Зерттеудің негізгі идеясы коммуникация модельдерінің нормативтік, қызметтік және мағыналық модельдерінің бастапқы принциптері болып табылады. Коммуникация алғаш рет К. Ясперстің, М. Бубердің, М.М. Бахтиннің, К.О. Апельмен мен Ю. Хабермастың зерттеулерінде социум мен коммуникативтік этика теориясының негізі болып қаланды. Мақалада әлемдік философтардың идеяларына сүйене отырып, БАҚ-арқылы тұлғаның ой-санасын басқаруға болатын манипулятивтік-насихаттау технологиясы қарастырылып, әлеуметтік-коммуникативтік стратегияларға талдама жасалды. Сондай-ақ, қазіргі коммуникациялық революцияның қырларын қозғап, оны тарихта болмаған БАҚ даму үдерісімен және қоғамдық өмірге жан-жақты ықпал етуімен байланыстырады. Мақаланы бұқаралық ақпарат құралдары саласында Қазақстан Республикасының мәдени саясатының модельдерін әзірлеуде негізгі база ретінде пайдалануға болады.

**Түйін сөздер:** коммуникация, айлы-шарғы жасау, басқару насихат.

<sup>1</sup>Кутпанбаева Ж., <sup>2</sup>Садуакасов А., <sup>3</sup>Мухамедиева Н.

<sup>1</sup>преподаватель, Казахский национальный университет имени аль-Фараби,  
Казахстан, г. Алматы, e-mail: Zhaz2704@mail.ru

<sup>2</sup>заместитель заведующего кафедрой, Казахский национальный университет имени аль-Фараби,  
Казахстан, г. Алматы, e-mail: abaisadu@gmail.com

<sup>3</sup>ст.преподаватель, Казахский национальный университет имени аль-Фараби,  
Казахстан, г. Алматы, e-mail: nasym19038181@gmail.com

### Медиа и стратегия в коммуникационном процессе

В статье рассматриваются новые средства влияния на общественное сознание, всевозможные формы и стили выражения социализации и управления, которые позволяют добиваться более качественного результата в воздействии на общественное сознание, а также в манипулировании массовым сознанием. Основными идеями исследования являются исходные принципы нормативной, деятельностной и смысловой моделей коммуникаций. Впервые в исследованиях К. Ясперса, М. Бубера, М.М. Бахтина, К.-О. Апеля и Ю. Хабермаса коммуникация была положена в основы теории социума и коммуникативной этики. Моральное сознание определилось как формирование структуры коммуникативного взаимодействия. Идеи мировых философов позволили в рамках научной работы исследовать манипулятивно-пропагандистские технологии управления сознанием личности в СМИ, а также провести анализ социально-коммуникативных стратегий. Выводы данного исследования могут использоваться в качестве источниковедческой базы для разработки моделей культурной политики Республики Казахстан в области средств массовой коммуникации. Авторы также затрагивают аспекты современной коммуникационной революции и связывают ее с невиданным в истории процессом развития СМИ и с их всепроникающим воздействием на общественную жизнь.

**Ключевые слова:** коммуникация, манипуляция, управление, пропаганда.

### Introduction

**The relevance of research.** A modern journalist cannot do without resorting to special philosophical scientific and theoretical developments in understanding the fundamental problems of human communication. Media influence on humanity is constantly increasing, the success of the socio-political and economic reforms carried out in Kazakhstan's society during the years of independence, largely depended on the quality of information and communication services to society. But the modern communicative space of Kazakhstan still does not receive an adequate scientific and theoretical philosophical understanding. The experience of the socio-philosophical analysis of the ethical-axiological, procedural, activity and semantic-semiotic nature of the communication itself will help to explore the manipulative-propaganda mechanisms of mind control in the media.

For the development of democratic institutions in Kazakhstan, the further development of the communicative culture in the sensible management of the dialogue with the media, including the dialogue of worldviews, is relevant. Especially in a multinational Kazakhstan society, where changes in mentality associated with cultural multilingual impose new requirements on modern communicative culture. In the context of such

cultural multilingualism, one should pay attention to ethical (moral) norms of mental behavior, designed to regulate the course of modern thinking in the direction of achieving mutual understanding and jointly solving national problems. However, the increasing abuse of mass media by manipulative-propaganda mechanisms creates authoritarian control over society, which deprives it of the worthy right to be masters of their own democratic ideas.

### Literature review

Numerous scientific works on communicative culture and methods of audience management are, unfortunately, mainly interdisciplinary. In the XX century, in addition to the philosophy of communication, many other sciences were studied: aesthetics, cultural studies, philology, social psychology, linguistics, sociology, rhetoric, semiotics, journalism, etc. The most famous American, Western European and Russian scientists who have made a great contribution to the study of communicative culture are T.V. Adorno, K.O. Apel, R. Barth, G.S. Batishev, M.M. Bakhtin, V.S. Bibler, M. Buber, M.S. Kagan, G. Lebon, Yu.M. Lotman, N. Luhmann, M. McLuhan, M.K. Mamardashvili, Ch. Morris, K. Mark, T. Parsons, C. Pierce, B.F. Porshnev, V. Ya. Propp, Zh.-P. Sartre, F. Saussure, M. Scheler, V. Frankl, J. Habermas, F. Hayek, M. Horkheimer, U. Eco, R. Ya. Jacobson, K. Jaspers, as well as other authors.

From the middle of the 20th century, various aspects of communicative culture entered the field of scientific research of Kazakhstani scientists. The problems of communication, communication in Kazakhstan society were studied in philosophical, historical, cultural and socio-psychological terms from the standpoint of aesthetics, sociology, law, and linguistics. It is necessary to highlight the work of N.K.Ayupov, V.Yu.Dunaev, G.Esim, V.D. Kurganskaya, K.Sh.Nurlanova, B.G.Nurzhanov. The listed authors considered philosophical concepts of activity, communication and understanding. But Kazakhstani culture, art and social media activities, unfortunately, have not been studied by scientists deeply and comprehensively. So far, there is no solid philosophical understanding of the communicative culture in Kazakhstan's communication space, but this is necessary for many sociopolitical reasons, such as Kazakhstan's gaining sovereignty and independence, entering into market relations, creating a civil society — informatization of this society. In general, the Republic of Kazakhstan is justly striving to integrate into the global community of developed countries, but for this, information, technical, technological and, of course, cultural integration is especially necessary. All this is an integral part of the development of the Republic of Kazakhstan.

### **Main part**

At the present stage of human development communicative strategies and technology in various types of media have covered millions of people. Communicative exposure allows in conditions of social instability arising reduce social tensions and create some positive sentiment.

New levers to stimulate the creation of various forms and styles of expression, socialization and control that allow achieving better results in the optimum time. The communications revolution is linked, so with unprecedented in the history of the process of development of the media and their pervasive influence on public life.

All enhanced by manipulation of consciousness by means of verbal and non-verbal communication, especially the television audience: viewers are the most mass audience (the internet is developing actively, but on such a scale has not yet reached). All the more urgent it becomes to counter the idea consciousness manipulation by social movements. However, the creation of such a counter is quite a challenge, since manipulation of consciousness achieved in his great strength due to strong financial support from corporate and government budgets.

Particularly in Kazakhstan adopted and implemented by the Republic of Kazakhstan Information Security Concept to 2016. In particular, the creation and ongoing is development of the information society. (Grachev G.V., 2003).

Today, information development acquired a global dimension, is becoming increasingly urgent the idea of increasing the role of the intellectual forces that are in opposition to the manipulators consciousness. Manipulation of public opinion has become a technology directed to a person as an object, a special kind of thing. Hence manipulation – it is a part of the technology of power, not only the impact on people's behavior in relation to each other. However, the manipulation is not a simple deception. Manipulative effect is that of an individual or a group, as it were gradually pushed to make some action. (Sanzhar N. 2007).

The manipulation is as important text and context of the message as the recognition of the situation, the interpretation and the interpretation of events, which should be beneficial to the manipulator. Consumer manipulative actions are always looking for hidden meaning. This is the most difficult psychological process. Often the manipulators act themselves or employ its technology for influential people, for example, academics, artists, experts in any case to increase motivation. This allows users who have adopted the information disconnect or connect it to the different sections of context and create their own picture of the world of justice. But an intelligent and thinking audience throws their first encountered the original version of what is happening, restoring primarily the author's logic messages. The logic of it helps, of course, leads to a situation moot point to flaws of the manipulation. For this reason, intelligent and educated people are critical of any information. (Sanzhar N. 2007).

But the simple man in the street does not spend time on analysis. He grabs the «pieces» to receive messages mentally rearranges their positions, thereby distorting the information and entering the network dexterous manipulator. In this case, it triggered the so-called «economy of thought», narrowing the human mind. It promotes reception of the message and its one-sided interpretation. Babbitt used to live stereotypes – dies, notions and entrenched prejudices. This viewer believes everything that happens on the screen, or printed word, but after some time he will not remember the details of what was a TV program or a newspaper article. The main thing is in mind of the consumer that it is stronger than the stereotype of memory. In our time, we conclude the existence and development of one type of person, and add up

the conditions for the formation of a different type, the other mental and physical, spiritual and aesthetic values of the system. The youth of today, who have to live in an era of new technology – it's not just consumers who make choices among commodities.

Manipulators are not able to prevent the growth of public awareness of the true nature of the current system, where the information field management was carried out without regard to humanity of his character. In the context of this struggle goes on the information revolution not in the interests of the manipulators and their opponents in calling for the media in a democratic manner served the purpose of spiritual development and social progress of the peoples of various countries, uniting them in the struggle for the survival of humanity and the preservation of its cultural heritage. (Grachev G.V., Mel'nik I.K. 2003)

However, the information industry itself is also experiencing some difficulties. Key issues in the crisis period: Journalists criticized Kazakhstan legislation on mass media for vagueness and stiffness.

The study, conducted by Medianet, it was revealed the general state of development of Kazakhstani mass media in the crisis year. With the help of the questionnaire were interviewed editors of more than 60 media – both print and electronic. The survey included chief editors of national and regional mass media of Kazakhstan Current state at the time as a very ill-defined 14% as a stable – 28%, the bad, but there is hope – 58%. Editors pointed out the most negative impact on the current market conditions. Among the main factors – loss of confidence (10%), increased the state order (2%), economic (56%), increased pressure crisis (17%) (Sanzhar N. 2007).

Management – a special kind of social and mental activity of the individual, aimed at people, the basis of all communicative practice. Penetrates the consciousness of any person, but to govern themselves or someone else, not everyone can. It is always important to be the talent and knowledge of the journalist, the ability to govern themselves and their heroes. Television pursues exactly this goal: to manage to introduce audiences to the necessary actions to society, as well as manage the consumer to accept the reality as a continuous process of information exchange of goods.

Own thinking management is inextricably linked with the logic. It helps the journalist as a creator competently build their own thought and prevent errors in it. If the dialogue with the journalist hero interview each party remains in his opinion, this case

is a typical management error. However, there are manipulators that option communicative practice as «the substitution of identities.» Let us consider it in more detail. It is known logical thinking transparent. So, it can invade and deliberately misrepresent the program, depriving the human ability to make the correct inference. Introducing thus chaos, the author changes the logical sequence, and achieves very much substitute identity. Partner (viewer), got into a situation of «spoofing identity» feels helpless he wants and expects assistance and support. Leading the dialogue moderator enjoys it to their advantage. Manipulation is to disable the ability of the viewer to the structural analysis of messages and events – analysis immediately replaced ideological evaluation. (Yaspers K. 2000.)

Communicative management practices – «substitution of identities» initially looks like an outright deception listener. But leading the dialogue in every possible way this practice disguises (motivates) or their particular ideology or value system for all, to justify themselves and the actual situation. Management – «substitution of identities» old method of manipulation of authoritarian regimes, such as fascism, communism, fundamentalism, etc. It creates conditions for the appearance of double standards in society. It is monstrous that people in this case, lose the ability to analyze. They become, as they say, in a stubborn and gullible in another (Buber M. YA 1993 ).

Mastering the techniques of logic – is a necessary condition for a convincing argument. But you need to know and be able journalist to convince their consumers? First of all, it is necessary to establish a link between knowledge and belief. Conviction is more active compared with knowledge: «I am convinced»> «I know.» In other words, the belief – is this knowledge effectively.

The daily television dialogue with the audience produced social role as master and slave. In the first phase a listening audience receives information on the second – restraint responds to the emotional level of the message, and the third and most difficult step – to slow decision-making and make the desired ranges action. This situation is «the crisis of forming beliefs» when, following the logic, the journalist wants and seeks to expose the viewer need to obtain information and any action. This situation is considered to be a psychological barrier. However, every action has a reaction. For example, the viewer can use a standby crisis to their advantage, quickly pressing the TV remote control button. That is why, in order to avoid the loss of potential audience (slave), the media all the more

sophisticated in methods and ways of presenting information, depriving the viewer's ability to analyze, reflect and, therefore, to come to their own beliefs and attitudes on a particular situation in the country, world, etc. For this reason, broadcast entourage is extremely aggressive, bright, and rapid. The channel, thus fighting for the attention of his audience and does not allow him even to recover. Channel continuously loads the consumer the most unexpected, intriguing information that the latter is not switched, and got out of the communication area. (Dudinova.Ye.I.2012).

Another, no less important and meaningful communication management practices in addition to the «substitution of identities» practice, practice is the «paradox of the liar.» West communicative culture has always been ahead of the rest in the search for new forms of exposure to an audience of millions of TV viewers. The need for a new communication practices are closely related to the problem of the information revolution – the issue of movement and processing of very large amounts of information. In this regard, the French philosophers – sensationalists in the middle of the XX century turned their attention to the ability of human speech and dialogue to cooperation, which logically follows from Aristotle's «liar paradox» – re-substantialize speech .

How to make partner management in the dialogue promoted rapprochement of speaking with humanistic positions? Can such a communicative practice to perform the functions of ideology for all? Indeed, on our consciousness is prevails powerful Aristotelian tradition associated with the notion of substance? Your partner in your evidence is often asked: «Yes, what you say? Is that so? Are you telling the truth?». This reaction occurs and the viewer, when he listens to the keynote address, for example, presidential candidate. Partner casts doubt on your evidence system – as a whole, together with a situation in which it exists. His radical action – and you do not get the joke, or uncertainty. (Shiller G.1980)

From you it requires an answer: «Yes or no.» Secondly, the question itself: «It is true» can have varying degrees of radicalism. It may refer to a situation in which the speaker and listener, but which probably is part of covering the situation. Listening in this case is trying to «fit» the situation in the context of personal convenience for him. But it confirms its willingness to continue the dialogue. In general, he trusts you. If you say, «I am telling the truth», the partner will be required to continue the dialogue in the framework of your initial conditions, even if he

understood what you said – a lie. In this case, he will be required to make by means less radical questions of the speaker go to the new «initial conditions,» that is present in the dialogue is clearly false, since the very formulation of the question implies trust.If he tries to change the situation himself or leave lie undetected, the responsibility for ending the initial dialogue will be based on it. If the reply: «I am not telling the truth», the listener, having received permission to change the situation, new issues should make the speaker's partner not only give a correct picture of the situation, but also to explain why he is lying. If he does not, then it would mean that he knows the foundation of lies, and it deprives the speaker's confidence. (Shepel V. 2005)

In the event of an attack is a strong one way – to continue the dialogue, you have to agree, «Yes, I'm lying.» If you say, «No, this is – the truth,» it would be tantamount to counter-attack, which probably will not be heard by a partner, as it will still be perceived as false.

But we should answer: «Yes, I agree – it's a lie.» So the answer you pass the initiative partner, he builds his answer in representing situations system, their consent, he opens the base of his behavior: he was lying, not because he lied but because he is in a situation that is lying, that is – false. In other words, a listening partner devoid of any rational grounds for action: the situation is in fact false, because it presents itself as false; but if the situation is in fact true, because it presents itself as false, it is false.

Thus, the other person is in a situation of paradox of the liar. But as the question of dialogue remains open, he is obliged to continue the conversation in the less radical manner. He will say: «Good. Let's continue to understand. « This will mean that representing the system as a whole and the situation you have withdrawn from the strike partner. The dialogue continues. «Liar Paradox» –is a defense mechanism of our speech, protecting its continuity [88]. In an effort to prove its truth and resist the onslaught of lies (forgery) actually unfolds the struggle of human interests: whether it is a business meeting or an ordinary sale of goods in a shop or a talk show with audience participation. A liar paradox clearly teaches people a new way to find a common language with a partner. This is a very important discovery in the field of communicative management. Western television certainly took advantage of this as another good way to manage the viewing television audience. Modern TV shows, variety talk show on the content have become closer to the everyday life of the common viewer.They enjoy well-deserved success with viewers. In their

character and audience management has ceased to be inhumane. The heroes of these and other programs are openly calling screens for publicity and trying to look at their problems through the eyes of a partner. Babbitt successfully began to study the effective conduct of such a productive and friendly dialogue. However, for the world it has become obvious – learn to look at reality in a new way, to rise to the position of the interlocutor and to find a consensus – the imperative of the time. (Barlybaeva S.Kh. – A., 2005.).

But what if you are now on us fall the giant information as a consequence of the global scientific and technological revolution? How to be a man and how to remain competent in this sea of facts, opinions, and events? Now the man knows how to get into the global information network, but when you get into it, he risks getting lost in it. Personality continues to strive to be and remain in demand as a host or transmit the information to a party?

It is a matter of extreme importance in our modern world. Aristotle's hint about the tradition of substance – learn to accept the partner's position prompted the society of the developed capitalist countries in the modernization of the phenomenon of the «paradox of the liar 'in a new type of control that contemporary political scientists, and behind them, and journalists in public debate entered into a turnover, the term -> new thinking».( Yakovlev I.P 2005).

But unfortunately, they still do not specify the content of the term. In fact, a new type of control that is presented to society as a new ideology is emerging open society.

It can be assumed that the term «new thinking» will soon be fixed for this kind of control, and the philosophers and political scientists would clarify the content of the term.

Indeed, the human mind in general, and the principles of «new thinking» as a form of control in particular offer, intruding into the consciousness of the modern individual, learn to see the wider problem of the situation in which he lives, energetic go into them successfully overcome them. The support of these skills action is filled with content, our rational and creative thinking. This will be the main choice of the right person – to seek to know the situation with the help of the effective ways of thinking and cooperation in the dialogue. But there are problems in life should be seen in the relationship of contemporary events, as important will be the chain 'content – form « (Dudinova. Ye.I.2012).

The modern open society is in the media space of inventing a democratic form of thinking through cooperation in dealing with a large audience, when control «new thinking» realizes itself in the recognition of a clear hierarchy of objectives. This provides the flexibility of the human dialogue, the freedom to choose their actions tactics. Yet it was the art of mutual compromise, which is also based on the hierarchy of objectives. In this case, the dispute teaches people the ability to stand up to someone else's point of view, to further prove his own position. Management «new thinking» teaches combine the knowledge of European and oriental wisdom.

### Conclusion

The special significance of the study of communicative culture in the Kazakhstani media space is due to the nature of the political, economic and social situation of the 21st century. In this study, it is shown that in the modern world, communication and dialogue are a way of human adaptation and survival, and communication is not a simple exchange of information between subjects, but a type and level of social action and control.

In society, there are forms of communication, having a goal not in itself, but outside itself. They are a way of organizing and optimizing a particular type of subject activity – production, research, teaching, etc. All participants in the overall action need communication as a necessary means of ensuring its effectiveness. The importance of communication as an intermediary for collective subject-related actions varies greatly depending on how big the role of the division of labor is.

Communication practices used by journalists in the media have their own characteristics. Their context should include dialogue forms of communication, to the greatest extent relevant to the current stage of development of the information society. Only in collective creativity, taking into account the interests of all social groups and strata, is it possible to form information security and a healthy Kazakhstan media space, a society moving along a truly democratic path of development. The cultivation of tolerance of multinational Kazakhstan society is possible through the communication of dialogic speech, when there is a symmetry of meanings, weighted estimates are given and common positions are developed with respect to the life world.

## Литература

- Апель К.- О. Превращение философии: Перевод с немецкого – М.: Логос, 2001.
- Аронсон Э., Пратканис Е.Р. Механизмы работы, повсеместное использование и злоупотребления. – Перераб. 2-е изд. – СПб.: Прайм-ЕВРОЗНАК, 2003.
- Адорно Т., Хоркхаймер М. Диалектика просвещений: философские фрагменты / Пер. с нем. М. Кузнецова. – М.; СПб.: Ювента, 1997.
- Бубер М. Я и Ты. – М.: Изд. группа «Прогресс», 1993. – С. 32-33.
- Бахтин М.М. Проблемы поэтики Достоевского. – М.: Художественная литература, 1972. – С. 53.
- Борев В.Ю., Коваленко А.В. Культура и массовая коммуникация. – М., 1986.
- Богомолова Н.Н. Социальная психология печати, радио и телевидения. – М., 1991.
- Блэк С. Паблик рилейшнз: Что это такое: Пер. с англ. – М.: Новости, 1990.
- Барлыбаева С.Х. Развитие информационного общества в странах Юго-Восточной Азии. – Алматы, 2005.
- Борецкий Р.А. Осторожно, телевидение. – М., 2002. – С. 108.
- Гюнтер Кнабе: «Журналист должен стараться всегда быть объективным»// Бюллетень МИСП. – 2006. – № 3 (12). – С. 26
- Грачев Г.В., Мельник И.К. Манипулирование личностью. – М.: Эксмо, 2003. – С. 113.
- Дейк, Т. А. ван. Язык. Познание. Связь. – М.: Прогресс, 1989
- Делез Ж. Логика смысла / Пер. Я.И. Свирского. – М.: Изд. Центр Академии, 1995.
- Дудинова Е.И. Этика журналиста. – Алматы, 2012.
- Иваницкий В.Л. Трансформация журналистики в условиях развития среднего бизнеса: диссертация, посвященная философии филологических наук. – М., 2011.
- Иссерс, О. С. Коммуникационные стратегии и инструменты для русского языка. – М.: КомКнига, 2006
- Кирия И.Б. «Цифровой хлеб» и глобализация средств массовой информации и информационно-коммуникационных технологий // Вестник МГУ. Раздел – Журналистика, 2005.
- Колесник С.Г. Основные тенденции развития телерадиовещания в США (1995-1996) // Вестник МГУ. Раздел 10-Журналистика, 1998.
- Корконосенко С.Г. Основы теории журналистики. – СПб., 1995.
- Каган М.С. Мир сведений.- М.: Политиздат, 1988.
- Науменко Т.В. Социология массовой коммуникации. – СПб., 2005. – С. 117.
- Санжар Н. Коммуникативные практики: управление и антиуправление в творчестве драматурга// Сб. статей. Философский альманах. Современность: мир мнений. – Алматы, 2007. – № 1. – С. 107.
- Санжар Н. Коммуникативная практика «Парадокс лжеца» – средство управления и составления психологических портретов героев// Материалы международной научно-практической конференции. – Алматы, 2007. – № 1. – С. 109.
- Фролова, Т. И. Гуманитарная и мировая информация: гуманитарные науки. – М., 2009.
- Шепель В.М. Имиджелогия. Секреты личного обаяния. – М., 2005.
- Шиллер Г. Манипуляторы сознанием. Пер. с англ. – М.: Мысль, 1980. – С. 118.
- Яковлев И.П. Общественное мнение. – М., 2005.
- Ясперс К. Смысл и назначение истории. – М.: Политиздат, 1991. – С. 299.
- Ясперс К. Введение в философию: Пер. с нем. / Под ред. А.А. Михайлова – Минск: Изд-во ЕГУ ЗАО «ПроPILEИ», 2000. – С. 301.
- Ясперс К. Введение в философию: Пер. с нем. / Под ред. А.А. Михайлова – Минск: Изд-во ЕГУ ЗАО «ПроPILEИ», 2000. – С. 307.

## References

- Apel K. (2001) Transformation of Philosophy. Translated from German – M.:Logos [Transformation of philosophy. Translated from German – M.: Logos]
- Aronson E., Pratkanis E.R. (2003.) Mekhanizmy ubezhdeniya, povsednevnoye ispol'zovaniye i zloupotrebleniye. Pererab. izd. – SPb.: Praym-YEVROZNAK, [Mechanisms of persuasion, daily use and abuse. Recycling ed. – SPb.: Prime-EUROZNAK,].
- Adorno T., Horkkхайmer M.( 1997.) Dialektika prosveshcheniya: filosofskiye fragmenty. Per. s nem.M. Kuznetsova. – M.: Medium; SPb.: Yuventa, [Dialectics of the Enlightenment: Philosophical Fragments. Per. s nem. M. Kuznetsova. – M.: medium; SPb.: Yuventa]
- Buber M. YA (1993) i Ty. – M.: Izd. gruppya «Progress» [Me and You. – M.: Izd. group «Progress»]
- Bakhtin M.M.( 1972.) Problemy poetiki Dostoyevskogo. – M.: Khudozhestvennaya literatura, «
- Borev V.Yu.,Kovalenko A.V.(1986) Culture and mass communication. [Culture and mass communication.].
- Bogomolov N.N.(1991) Social psychology of print, radio and television. [Social psychology of print, radio and television.]
- Blek S. . (1990.) Pablik rileyshnz: Chto eto takoye. / Per. s ang. – M.: Novosti, [Public Relations: What is it. / Per. from ang. – M.: News,].
- Barlybayeva S.Kh. (2005) Razvitiye informatsionnogo obshchestva v stranakh Yugo-Vostochnoy Azii. [Information Society Development in Southeast Asia].
- Boretskiy R.A.(2002) Ostorozhno, televideniye. – M., 2002. s. 108[Watch out, tv. – M., 2002. p. 108].

- Gyunter Knabe: (2006) «Zhurnalists dolzhen starat'sya vseгда byt' ob»ektivnym» // Byulleten' MISP. – № 3 (12). – s. 26 [“A journalist should always try to be objective” // MISP Bulletin. – 2006. – № 3 (12). – with. 26].
- Grachev G.V., Mel'nik I.K. (2003) Manipulirovaniye lichnost'yu. – M.: Eksmo, [Grachev G.V., Melnik I.K. Manipulation of personality. – M.: Eksmo]
- Dijk, T. A. (1989) van. van. YAzyk. Poznaniye. Svyaz'. M.: Progress, [Language. Cognition. Communication. M.: Progress].
- Deloz ZH. (1995) Logika smysla. Per. s fr. YA.I. Svirskogo. – M.: Izd. tsentr Akademiya, [The Logic of Meaning. Per. with fr. ME AND. Svirsky. – M.: Izd. Center Academy].
- Dudinova Ye.I. (2012) Etika zhurnalista. [Ethics of the journalist].
- Frolova, T. I. (2009) Gumanitarnaya i mirovayainformatsiya: gumanitarnyye nauki. – M., [Humanitarian and world information: the humanities. M.,].
- Ivanitskiy V.L. (2011) Transformatsiya zhurnalistiki v usloviyakh razvitiya srednego biznesa: dissertatsiya, posvyashchennaya filosofii filologicheskikh nauk. M., [Transformation of journalism in the midst of medium-sized business development: dissertation on the philosophy of the philological sciences. M.,].
- Issers O. S. (2006) I Kommunikatsionnyye strategii i instrumenty dlya russkogo yazyka. – M.: KomKniga [Communication strategies and tactics of the Russian language. M.: KomKniga]
- Kiriya I.B. (2005) «Tsifrovoy khleb» i globalizatsiya sredstv massovoy informatsii i informatsionno-kommunikatsionnykh tekhnologiy // Vestnik MGU. Razdel – Zhurnalistikag. [“Digital bread” and the globalization of the media and information and communication technologies // Vestnik MGU. Section – Journalism].
- Kolesnik S.G. (1998) Osnovnyye tendentsii razvitiya teleradioveshchaniya v SSHA (1995-1996) // Vestnik MGU. Razdel 10-Zhurnalistika, [The main trends in the development of television and radio broadcasting in the United States (1995-1996) // Vestnik MGU. Section 10 Journalism, 1998].
- Korkonosenko S.G. (1995) Osnovy teorii zhurnalistiki SPb [Fundamentals of the theory of journalism SPb]
- Kagan M.S. (1988) Mir svedeniy. – M.: Politizdat [The world of information. – M.: Politizdat 1988].
- Naumenko T.V. (2005) Sotsiologiya massovoy kommunikatsii. – SPb., [Sociology of mass communication. – SPb 117].
- Sanzhar N. (2007) Kommunikativnyye praktiki: upravleniye i antiupravleniye v tvorchestve dramaturga // Sb. statey. Filosofskiy al'manakh. Sovremennost': mir mneniy, [Sanzhar N. Communicative Practices: Management and Anti-Governance in the Playwright's Works // Sb. articles. Philosophical almanac. Modernity: a world of opinions]
- Sanzhar N. (2007) Kommunikativnaya praktika «Paradoks lzhetsa» – sredstvo upravleniya i sostavleniya psikhologicheskikh portretov geroyev // Materialy mezhdunarodnoy nauchno-prakticheskoy konferentsii. [Sanzhar N. Communicative practice «Paradox of a Liar» – a means of managing and drawing up psychological portraits of heroes // Proceedings of the international scientific-practical conference.]
- Shiller G. (1980) Manipulyatornyy razum. Par. Angl-M.: Mysl' [Manipulator mind. Par English-M.: Thought]
- Shepel' V.M. (2005) Imideliya Sekrety lichnogo obshcheniya. – M.: [Imagelogy. Secrets of personal charm]
- Yakovlev I.P. (2005). Obshestvennoye mneniye. – M.: Politizdat. 1991. [Public opinion.]
- Yaspers K. (1991. – s. 299) Smysl i naznacheniyе istorii. – M.: Politizdat, [Jaspers K. Meaning and purpose of history. – M.: Politizdat, 1991. – p. 299.]
- Yaspers K. (2000. – s. 301) Vvedeniye v filosofiyu. Per. s nem. Pod red. Mikhaylova A.A. – Minsk: Izd-vo YEGU ZAO «Propilei» [Jaspers K. Introduction to philosophy. Per. with him. Ed. Mikhailova A.A. – Minsk: Publishing House of EHU CJSC “Propylae”]
- Yaspers K. (2000) Vvedeniye v filosofiyu. Per. s nem. Pod red. Mikhaylova A.A. – Minsk: Izd-vo YEGU ZAO «Propilei». Jaspers K. Introduction to philosophy. Per. with him. Ed. Mikhailova A.A. – Minsk: Publishing House of EHU CJSC “Propylae”.